

Dienger, Whitney

#55558 ~~Ver 2~~ Ver 3

From: Jacobs, Sarah
Sent: Friday, September 14, 2012 10:20 AM
To: Whitney Eversole
Cc: Dienger, Whitney
Subject: RE: More Mandel N/A's

Thanks

From: Whitney Eversole [mailto:WEversole@strategicmediaplacement.com]
Sent: Friday, September 14, 2012 10:20 AM
To: Jacobs, Sarah
Subject: RE: More Mandel N/A's

ok

From: Jacobs, Sarah [mailto:SJacobs@local12.com]
Sent: Friday, September 14, 2012 10:18 AM
To: Whitney Eversole
Cc: Dienger, Whitney
Subject: More Mandel N/A's
Importance: High

9/7, 6pm News \$500 53547-19
 9/10, 5p \$350 (2x) 53547-8 + 54244-4
 9/10 530p \$400 (2x) 53547-26 + 54244
~~9/15, Sat 6pm @ \$420~~
 9/17, Soaps \$200 55558-10
 9/17, Price is Right \$250 55558-8
 9/22, Sat 6pm \$200 250 2x 55558-18-1 + 55558-18-2
 Total N/A: \$2950

Mkgd: ~~all Madegood on #55558~~
 Mentalist Sunday \$1600 P4
 LN Sunday \$800 P3
 Saturday Bengals Nation \$200 P3

9/14/2012

Sunday Sports Authority \$250 P3
Sunday Criminal Minds 1205-105a \$100 P3
Total back in: \$2950

Please confirm ASAP
Thanks
SAJ

Sarah Jacobs
Local Sales Manager
WKRC CBS 12/Local 12.2 The CW Cincinnati
513/763-5672

ORDER



Orders	Order / Rev:	55558
	Alt Order #:	
	Product Desc:	2680 OH US SEN
	Estimate:	2680
	Flight Dates:	09/12/12 - 09/25/12
	Original Date / Rev:	09/11/12 / 09/14/12
	Order Type:	GENERAL

Local 12 WKRC-TV
LSM LSM
CVG
Local

Primary AE:
Sales Office:
Sales Region:

Agency	Name:	Strategic Media Placement
	Buying Contact:	
	Billing Contact:	
		7669 Stagers Loop
		Delaware, OH 43015

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Josh Mandel fo OHio US Senate
	Demographic:	HH
	Product Codes:	US Senate
	Priority:	P-3
	Revenue Codes:	AGY, POL-CAND, GEN

New Business Thru:
Order Separation:
Advertiser External ID:
Agency External ID:

Bill Plan				Totals			
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount
08/27/12	09/25/12	110	\$46,900.00	\$39,865.00	September 2012	110	\$46,900.00
Totals						110	\$46,900.00
							\$39,865.00
							0.00
							0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
LSM LSM			Start Of Order - End Of Order	100%

Order Share	Share	Total
Local 12 WKRC-TV	41%	\$46,900.00
Market	100%	\$114,390.24

Competitive Share	Share	Total
EKRC	0%	\$0.00
UNKWN	0%	\$0.00
WCPO	20%	\$22,878.05
WLWT	20%	\$22,878.05
WSTR	10%	\$11,439.02
WXIX	9%	\$10,295.12

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WKRC	09/12/12	09/25/12	5a Good Morn Cincinnati	CM	5:30 AM-6:00 AM	11111--	:30	5	\$200.00	P-3	0.00	NM	8	\$1,600.00
5a Good Morn Cincinnati (5:30 AM-6:00 AM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/10/12	09/16/12	--1-1--	2	\$200.00	0.00								
Week:		09/17/12	09/23/12	1-111--	4	\$200.00	0.00								
Week:		09/24/12	09/30/12	11-----	2	\$200.00	0.00								
N 2	WKRC	09/12/12	09/25/12	6a Good Morn Cincinnati	CM	6:00 AM-6:30 AM	11111--	:30	5	\$250.00	P-3	0.00	NM	10	\$2,500.00
6a Good Morn Cincinnati (6:00 AM-6:30 AM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/10/12	09/16/12	--111--	3	\$250.00	0.00								
Week:		09/17/12	09/23/12	11111--	5	\$250.00	0.00								
Week:		09/24/12	09/30/12	11-----	2	\$250.00	0.00								
N 3	WKRC	09/12/12	09/25/12		CM	6:30 AM-7:00 AM	11111--	:30	5	\$250.00	P-3	0.00	NM	10	\$2,500.00

Order / Rev: 555558

Advertiser: Josh Mandel fo OHio US Senate

Alt Order #:

Product Desc: 2680 OH US SEN

Local 12 WKRC-TV

Flight Dates: 09/12/12 - 09/25/12

Estimate: 2680

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N10	WKRC	09/12/12	09/25/12	Soap Rotator	CM	1230p-2p	111-1--	:30	4	\$200.00	P-3	0.00	NM	9	\$3,750.00
Soap Rotator															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 09/17/12	09/23/12	1-1-----	2	\$200.00	0.00								
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Weekdays</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>						
3	WKRC	09/17/12-09/23/12	Soap Rotator	1230p-2p	:30	M--W-----	(\$200.00)	0.00	NM						
See MG 10.6,10.7,10.8,10.9,10.10															
[No Avail]															
6	WKRC	09/16/12-09/16/12	Sun Spec	10:30 PM-11:30 PM	11:30 PM-11:30 PM	-----Su	\$1,600.00	0.00	NM						
③		MG for 8.2,18.2,10.3,18.1	News												
[Approved by Buyer]															
7	WKRC	09/16/12-09/16/12	11p Sa-Su Local 12 Nws	11:35 PM-12:05 AM	11:35 PM-12:05 AM	-----Su	\$800.00	0.00	NM						
③		MG for 8.2,18.2,10.3,18.1	News												
[Approved by Buyer]															
8	WKRC	09/15/12-09/15/12	Bengals Nation	1135p-1205a		-----Sa--	\$200.00	0.00	NM						
③		MG for 8.2,18.2,10.3,18.1													
[Approved by Buyer]															
9	WKRC	09/16/12-09/16/12	Sun 1135p-1205a	1135p-1205a		-----Su	\$250.00	0.00	NM						
③		MG for 8.2,18.2,10.3,18.1	Sports												
[Approved by Buyer]															
10	WKRC	09/16/12-09/16/12	Sun 1205a-105a	12:30 XM-1:30 XM	12:30 XM-1:30 XM	-----Su	\$100.00	0.00	NM						
③		MG for 8.2,18.2,10.3,18.1	News												
[Approved by Buyer]															
Week: 09/24/12		09/30/12	-1-----	1	\$200.00	0.00									
N11	WKRC	09/16/12	09/23/12	CBS Sun Morning	CM	9:00 AM-9:30 AM	-----1	:30	1	\$225.00	P-3	0.00	NM	2	\$450.00
CBS Sun Morn News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 09/10/12	09/16/12	-----1	1	\$225.00	0.00								
		Week: 09/17/12	09/23/12	-----1	1	\$225.00	0.00								
N12	WKRC	09/16/12	09/23/12	CBS Sun Morning	CM	9:30 AM-10:00 AM	-----1	:30	1	\$225.00	P-3	0.00	NM	2	\$450.00
CBS Sun Morn News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 09/10/12	09/16/12	-----1	1	\$225.00	0.00								
		Week: 09/17/12	09/23/12	-----1	1	\$225.00	0.00								
N13	WKRC	09/16/12	09/23/12	CBS Sun Morning	CM	10:00 AM-10:30 AM	-----1	:30	1	\$225.00	P-3	0.00	NM	2	\$450.00
CBS Sun Morn News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 09/10/12	09/16/12	-----1	1	\$225.00	0.00								
		Week: 09/17/12	09/23/12	-----1	1	\$225.00	0.00								
N14	WKRC	09/16/12	09/23/12	Face the Nation	CM	1030a-11a	-----1	:30	1	\$225.00	P-3	0.00	NM	2	\$450.00
Face the Nation															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 09/10/12	09/16/12	-----1	1	\$225.00	0.00								
		Week: 09/17/12	09/23/12	-----1	1	\$225.00	0.00								
N15	WKRC	09/12/12	09/24/12	5p Local 12 News at Five	CM	5:00 PM-5:30 PM	1-11----	:30	3	\$350.00	P-3	0.00	NM	7	\$10,450.00
5p Local 12 News at Five															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 09/10/12	09/16/12	-----1	1	\$350.00	0.00								
		Week: 09/17/12	09/23/12	1-11----	3	\$350.00	0.00								

Order / Rev: 555558

Advertiser: Josh Mandel fo OHio US Senate

Alt Order #:

Product Desc: 2680 OH US SEN

Local 12 WKRC-TV

Flight Dates:

09/12/12 - 09/25/12

Estimate: 2680

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 15	WKRC	09/12/12	09/24/12	5p Local 12 News at Five	CM	5:00 PM-5:30 PM (5:00 PM-5:30 PM)	1-11----	:30	3	\$350.00	P-3	0.00	NM	7	\$10,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 09/17/12	09/23/12	1-11----	3	\$350.00	0.00								
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>						
2	WKRC	09/17/12-09/23/12	5p Local 12 News at Five	5:00 PM-5:30 PM	5:30 PM-5:30 PM	-----Su	\$350.00	0.00	NM						
		See MG 15.6, 15.7, 15.8 [Client Request]													
6	WKRC	09/16/12-09/16/12	Bengals vs Cleveland	1:00 PM-4:00 PM	1:00 PM-4:00 PM	-----Su	\$9,000.00	0.00	NM						
		MG for 22.1, 23.1, 24.1, 15.2 [Approved by Buyer]													
7	WKRC	09/18/12-09/20/12	430a-5a News	430a-5a		-TWTh-----	\$25.00	0.00	NM						
		MG for 22.1, 23.1, 24.1, 15.2 [Approved by Buyer]													
8	WKRC	09/18/12-09/20/12	430a-5a News	430a-5a		-TWTh-----	\$25.00	0.00	NM						
		MG for 22.1, 23.1, 24.1, 15.2 [Approved by Buyer]													
Week:	09/24/12	09/30/12	1-----	1	\$350.00	0.00									
N 16	WKRC	09/12/12	09/25/12	5p Local 12 News at Five	CM	5:30 PM-6:00 PM (5:30 PM-6:00 PM)	111111--	:30	5	\$400.00	P-3	0.00	NM	10	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 09/10/12	09/16/12	--111--	3	\$400.00	0.00								
		Week: 09/17/12	09/23/12	11111--	5	\$400.00	0.00								
		Week: 09/24/12	09/30/12	11-----	2	\$400.00	0.00								
N 17	WKRC	09/12/12	09/25/12	6p Local 12 News at Six	CM	6p-630p	111111--	:30	5	\$500.00	P-3	0.00	NM	10	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 09/10/12	09/16/12	--111--	3	\$500.00	0.00								
		Week: 09/17/12	09/23/12	11111--	5	\$500.00	0.00								
		Week: 09/24/12	09/30/12	11-----	2	\$500.00	0.00								
N 18	WKRC	09/15/12	09/22/12	6pm Local 12 News Sat	CM	6p-630p	-----1-	:30	1	\$250.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 09/10/12	09/16/12	-----1-	1	\$250.00	0.00								
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>						
1	WKRC	09/10/12-09/16/12	6pm Local 12 News Sat	6p-630p	-----Sa--	:30	\$250.00	0.00	NM						
		See MG 10.6, 10.7, 10.8, 10.9, 10.10 [Program Change -No Return]													
Week:	09/17/12	09/23/12	-----1-	1	\$250.00	0.00									
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>						
2	WKRC	09/17/12-09/23/12	6pm Local 12 News Sat	6p-630p	-----Sa--	:30	\$250.00	0.00	NM						
		See MG 10.6, 10.7, 10.8, 10.9, 10.10 [Program Change -No Return]													
N 19	WKRC	09/15/12	09/15/12	SEC Football	CM	3:30 PM-7:00 PM (3:30 PM-7:00 PM)	-----1-	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 09/10/12	09/16/12	-----1-	1	\$600.00	0.00								
N 20	WKRC	09/12/12	09/25/12	11p M-F Local 12 News	CM	11p-1135p	111111--	:30	5	\$800.00	P-3	0.00	NM	10	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 09/10/12	09/16/12	--111--	3	\$800.00	0.00								
		Week: 09/17/12	09/23/12	11111--	5	\$800.00	0.00								
		Week: 09/24/12	09/30/12	11-----	2	\$800.00	0.00								
N 21	WKRC	09/15/12	09/22/12	11p Sa-Su Local 12 Nws	CM	11p-1135p	-----1-	:30	1	\$800.00	P-3	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 09/10/12	09/16/12	-----1-	1	\$800.00	0.00								
		Week: 09/17/12	09/23/12	-----1-	1	\$800.00	0.00								
N 22	WKRC	09/16/12	09/23/12	11p Sa-Su Local 12 Nws	CM	11p-1135p	-----1	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 09/10/12	09/16/12	-----1-	1	\$800.00	0.00								
		Week: 09/17/12	09/23/12	-----1-	1	\$800.00	0.00								

Order / Rev: 55558 Advertiser: Josh Mandel fo OHio US Senate
 Alt Order #: Product Desc: 2680 OH US SEN Local 12 WKRC-TV
 Flight Dates: 09/12/12 - 09/25/12 Estimate: 2680

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
N22	WKRC	09/16/12	09/23/12	11p Sa-Su Local 12 NwsCM 11p Sa-Su Local 12 Nws 11		11p-1135p	-----1	:30	1	\$800.00P-3		0.00	NM	1	\$800.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									
		Week: 09/10/12	09/16/12	-----1	1	\$800.00	0.00									
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
	1	WKRC	09/10/12-09/16/12	11p Sa-Su Local 12 Nws 11		11p-1135p	-----Su	:30		(\$800.00)		0.00	NM			
	See MG 15.6, 15.7, 15.8 [Client Request]															
		Week: 09/17/12	09/23/12	-----1	1	\$800.00	0.00									
N23	WKRC	09/16/12	09/16/12	Sun Reg 1 Sun Reg 1	CM	7p-8p	-----1	:30	1	\$1,400.00P-3		0.00	NM	0	\$0.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									
		Week: 09/10/12	09/16/12	-----1	1	\$1,400.00	0.00									
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
	1	WKRC	09/10/12-09/16/12	Sun Reg 1		7p-8p	-----Su	:30		(\$1,400.00)		0.00	NM			
	See MG 15.6, 15.7, 15.8 [Client Request]															
N24	WKRC	09/16/12	09/16/12	Bengals vs Cleveland 9/16 Bengals vs Cleveland 9/16	CM	1P-4P	-----1	:30	1	\$6,500.00P-4		0.00	NM	0	\$0.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									
		Week: 09/10/12	09/16/12	-----1	1	\$6,500.00	0.00									
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
	1	WKRC	09/10/12-09/16/12	Bengals vs Cleveland		1P-4P	-----Su	:30		(\$6,500.00)		0.00	NM			
	See MG 15.6, 15.7, 15.8 [No Avail]															

44900